



MATRIX
TELECOM | SECURITY

“The need for automating security and enhancing productivity by smart identification features is gaining popularity.”

With a vision to be a world-leader in innovative telecom and security solutions, Matrix offers cutting -edge, high-performance telecom and security solutions to business customers. Matrix is a brand that stands for ‘SUBSTANCE’ in terms of technology, depth, genuineness and going beyond the mere outer façade and offering more values in all areas. Mr. Ganesh Jivani, Managing Director, Matrix Comsec shares more about the industry, market, products and services in this interview with Electronics Maker.

In your opinion, what is the state of security industry in India and what is the trend you see in the space?

The Indian Electronic Security Market has witnessed substantial growth during the last five years. Security solutions are

evolving from age old bulk centralized panels to distributed architecture using IP based intelligent controllers. Indian security industry is rapidly shifting to digital video surveillance from the conventional analog surveillance methods. With

respect to access control, the traditional RFID technology is gradually being replaced with advanced biometric devices and mobile applications. Furthermore, the solutions now provided allow organizations to manage their data from a

centralized location. There is a growing awareness about the benefits of electronic security system among the Tier-I, Tier-II, and Tier-III cities. This is sure to escalate the demand for electronic security system, in turn giving a boost to the security market.

The Indian electronics industry is going through an exciting phase due to revolutionary changes in technology, launch of innovative products, and the challenge of global competition. IP, Wireless, Mobility, and Cloud are the technology trends driving innovation. More and more solutions are moving to IP and offer wireless connectivity. As bandwidth bottlenecks are being removed, enterprise applications are moving to the Cloud, eliminating customer premise hardware, servers, and software. Security market is receiving unprecedented attention nowadays and has become a more active industry than ever. If we include various commercial applications and solutions, the Security and Video Surveillance market in India is about Rs 7,000 crore per annum and is expected to grow at 18% CAGR between 2017 and 2020. The need for automating security and enhancing productivity by smart identification features is gaining popularity.

Which market are you targeting?

We live in an era where all aspects of our life are technology enabled and technology driven. Security and safety are the most fundamental motivators, and therefore, of prime importance for all organizations. Matrix SATATYA is a family of video surveillance

solutions including IP cameras, NVRs, VMS, mobile apps, etc. Matrix COSEC is a family of People Mobility Management solutions including biometric readers, door controllers, panels, centralized application servers, mobile apps, etc. Both these portfolios offer modular architecture, allowing customers to pick and choose applications relevant to their business.

Through our technologically advanced products, we aim at targeting organizations in the sectors of Manufacturing, BFSI, Transport, Retail, Infrastructure, Airports and Hospitality. Both Matrix SATATYA and Matrix COSEC are designed to meet Video Surveillance and People Mobility Management (Access Control and Time-Attendance) need of any organization, irrespective of its size, locations, layouts, and time zones.

What are the various security related products that you offer?

Matrix offers security products related to the domains of IP Video Surveillance and People Mobility Management solutions (Access Control, Time-Attendance, Visitor Management, etc.). Our solutions are targeted at modern enterprises, SMEs and SMBs.

- In Video Surveillance domain, Video Analytics play a key role in foreseeing and identifying incidents, dangers and threats. Matrix Video Surveillance solution aims to provide world class surveillance solutions for enterprises across various sectors.
- People Mobility Management solution is another domain we are focusing on. We are building multiple solutions to take care of

various people mobility management scenarios in organizations such as Workforce Management, Job Processing, Time-Attendance, Visitor Management, Field Movement, Cafeteria Management, etc. We plan to integrate new technologies in biometrics and access to respond quickly in crucial times.

What is the advantage of your products vis-à-vis the competition?

Matrix is a brand that stands for 'SUBSTANCE' in terms of technology, depth, genuineness and going beyond the mere outer façade and offering more values in all areas. This is what differentiates Matrix from its competitors. It strives to offer MORE in everything it does – technology, applications, functions, features, performance, flexibility, reliability, and support. Matrix positioning is based on offering more of these true, inherent values which customers expect from infrastructure solutions. Key differentiators lie in providing pre-sales, post-sales and R&D support. Most importantly, Matrix has an in-house manufacturing unit and R&D Center to offer quick turnaround for clients.

When talking about market competition, Matrix is positioned in a niche market, where we provide value for money products. We believe in customer satisfaction and to ensure that we offer customized solutions as per end customer requirement.

In the pyramid market structure, Matrix is striving to capture the vacant space that targets the not so ordinary and not too costly

products. Being an indigenous company, we do not import our products and hence it cuts out a significant cost at the same time delivers the best service.

What is your marketing and channel strategy?

To begin with, Matrix products are amply differentiated in architecture, functions and features from competition. In marketing and sales, we believe in strong distribution and channel network. We have nearly 1,000+ channel partners spread across the globe who are busy marketing, selling and supporting Matrix products, not only in India but in other countries such as Europe, America, Middle-East, Africa, Asia and Australia as well. Matrix is essentially a products and solutions company. We are not a typical sales organization. Matrix is a completely channel-oriented company and we don't sell directly to end customers anywhere. This single-minded channel and SI orientation has helped us develop strong and long-term relationship with channel partners across the globe. Most of Matrix channel partners have been with us for more than 10-15 years. We have a well-defined channel program to work with channel partners at all levels beginning from consultants, resellers, system integrators and value-added distributors. Specifically, on marketing strategy, Matrix ensures to reach out to partners and end customers by giving them thorough training that covers technical benefits and marketing aspects of the products. Our marketing team works closely

with these channel partners to arrange various events such as Matrix Insight, Security Events, Roadshows, Knowledge Sharing Sessions, etc. These events/exhibitions help us meet new system integrators and other business associates to explore business growth together. We regularly stay in touch with our partners through marketing collateral like brochures along with branding activities like emailers, social media posts, etc.

What is your support strategy?

We work very closely with our channel partners in all areas including marketing, sales, supply and support. They benefit from cutting-edge technology, field proven solutions, marketing-sales-technical trainings, solution design assistance, presentations and sales calls help, supply of products, technical support during installation, technical help during customer complaints and efficient and cost-effective RMA services. From end customer perspective, Matrix channel partners and SI manage all first-level support in the field. We operate 24x7 support center to help our partners resolve field issues promptly. For RMA, we ensure 4 days turn-around time for repair-and-return of any hardware product irrespective of being within the warranty period or not. Matrix, being a project based company, assists its clients from the very beginning of the project to its successful implementation. We also have a special customer care department, which provides prompt assistance to our

customers. Finally, we invest a lot of resources in after-sales support to end customers and channel partners ensuring complete satisfaction to all our customers.

What are the challenges that you are currently facing in India?

Let us start with indigenous R&D. Indian industry is dependent on external R&D. Industry and government should work together to correct this by promoting indigenous R&D. Second is lack of domestic manufacturing. While India is one of the largest markets in the world, there are not many manufacturers in India. India has become a virtual dumping ground for imported products. Once again, this situation is not sustainable and needs immediate correction. Third is lack of awareness. Today, security products are sold as boxes without caring for overall benefits that customers expect. Many customers mistakenly equate products with solutions. I believe higher customer awareness and better responsibility on part of manufacturers and their system integrators would increase customer satisfaction. Fourth is product standardization. Most countries insist on strict homologation programs before they allow importing products. Despite India being a very large market, we have failed to establish strong standards and homologation processes. Finally, I would add the common point of economic growth. Like all other industries, security equipment business is tightly linked to overall economy. ■